

# **Dark Analytics Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028**

## **Segmented By Analytics (Predictive, Prescriptive and Descriptive), By Offering (Solution and Service), By Deployment Mode (Cloud and On-premises), By End-User (Healthcare & Life Sciences, BFSI, Retail & E-Commerce, Gaming, IT & Telecommunication, Media & Entertainment, Government, and Others), By Region, Competition**

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### **Abstracts**

Global Dark Analytics Market is growing due to the advent of digitalization, internet of things (IoT), real-time marketing analytics, ongoing trends on automation & data exchange in Industry revolution 4.0 and instantaneous control response in complex autonomous systems and technology like unmanned aircraft systems (UAS). With rapid growth of untapped data and emerging new technologies with the rise of digitalization and risk associated with security, the surveillance industries and nations are concentrating more on extracting insights for decision making by instant analysis of real-time information. The adoption by banking, finance, marketing & advertising, and E-commerce sector has broadened the portfolio of using analytics as a tool in decision making, which is further expected to boost the global dark analytics market in the forecast period.

Data which is present in enormous amount which is unfamiliar is indicated as dark data. Dark analytics is a term used to analyze dark data which is precisely referred to as unstructured data or untapped information until it is used to determine insights for decision making process in business activities. Associations nowadays are realizing a

huge risk related to losing serious edge in business and administrative issues that accompanies not analyzing and handling this data. Dark data is valuable as it tends to provide information that is not available in any other format. Due to dark analytics an increasing number of enterprises take advantage of valuable dark data, as it provides intelligent insights, creates new revenue opportunities, develops new partnerships, shifts businesses into the data-driven century.

### Advent of Internet of Things (IoT) and Proliferation of Massive Amount of Data through Connected Devices

The major factors driving the growth of global dark analytics market are the advent of digitalization along with massive adoption of Internet of Things (IoT) based devices and emerging technologies such as Artificial Intelligence (AI) and big data for real-time marketing analysis and other uses. IoT combines connectivity with sensors, devices, and people, enabling a form of a free-flowing conversation between human and machine, software, and hardware. As IoT can be a key source of big data that can be analyzed to capture value, and open data, which can be used by more than one entity. Combining operational business data with sensor-generated information has a potential to deliver innovative ways to drive high performance and intelligent decision-making in every industry. Every day, IoT devices generate vast amount of data in different formats in real-time at high velocity. These data remain trapped in private infrastructures, due to the inability to control access and to connect this data with the rest of the world. Moreover, the enterprises of varied nations are integrating IoT based dark analytics solutions to collect the information locally without missing anything due to irregular links and reduce the unstructured data. Furthermore, according to the International Data Corporation (IDC), there will be around 41.6 billion IoT devices in 2025, which can generate 79.4 zettabytes (ZB) of data. Thus, the advent of IoT and proliferation of massive amount of data through connected devices are further allowing the implementation of dark analytics solutions, thereby supporting the growth of the dark analytics market globally.

### Rise in Demand from Retail & E-commerce

The rising development in the retail and ecommerce sector, advent of digital media platforms for online shopping along with rise in number of retail and e-commerce enterprises across the world for apparel, electronics and other commodities has generated the enormous amount of untapped data. As the e-commerce market among service providers has become sensitive, the enterprises are further seeking an advanced solution to understand the matrix of untapped data to maintain their presence

in the competition. Dark analytics helps retail and E-commerce enterprises to understand the unassessed raw data of the customers to provide insight upon the customer buying behavior or the overall sales of the specific products worldwide. For instance, Airbnb is adopting such analytics solutions to understand the market for the specific region and compare the demand for properties accordingly. Moreover, the apparel companies are intending to setup their manufacturing plants based on the customer sentimental data insights to optimize their operations and enhance the profitability. As a result, these solutions are in high demand by the enterprises and are becoming more integrated into the private sector. Furthermore, the enterprises are exponentially concerned more about utilizing such enormous benefits of advanced solutions for fixing the storage space issue and help make better strategic decisions. Thus, the rising demand from the retail and E-commerce for integrating such analytical solutions is expected to grow the dark analytics market in the forecast period.

### Rise in Demand for Predictive Analysis in Healthcare Industry

The rise in demand for predictive analysis in healthcare industry is propelling the growth of dark analytics market globally. Predictive analytics in healthcare has shown a spike in medical benefits, including personalized patient care. As the healthcare industry is growing with the increasing adoption of clinical decision support in the electronic health records (EHR) and other numerous predictive analytics tools. Dark analytics is one of the trending emerging solutions which is offering the ability to process the data with improved patient outcomes, more consistent care among patients, operational efficiency and cost saving opportunity in healthcare. For instance, according to the Sepsis Alliance, sepsis is a leading cause of death in hospitals. The early diagnosis and rapid interventions are crucial in sepsis treatment. Due to heavy possibility of asymptomatic patients in the early stages of sepsis, the human eye may not be able to notice the correlation between data in medical records and early indicators of a deadly conditions. With the emerging technology of Natural Language Programming (NLP) to data in those electronic health records is a significant factor for predictive models that trigger alert systems, notifying doctors and nurses for medical intervention. Research has indicated that providing full medical treatment for sepsis in the first 180 minutes of onset can save 80 percent of the lives.

### Market Segmentation

The global dark analytics market is segmented into analytics, offering, deployment mode end-user, region and competitive landscape. Based on analytics, the market is segmented into predictive, prescriptive, and descriptive. Based on offering, the market

is bifurcated into solution and service. The deployment mode segment is further categorized into cloud and on-premises. The end-user segment is classified into healthcare & life sciences, BFSI, retail & E-commerce, gaming, IT & telecommunication, media & entertainment, government, and others.

### Market Player

Major market players in the global dark analytics market are SAP SE, IBM Corporation, Micro Focus International PLC., Dell EMC, Gen Digital Inc., Amazon Web Services, Inc., Teradata Corporation Inc., Microsoft Corporation, Datameer, Inc., Avepoint, Inc., among others.

### Report Scope:

In this report, the global dark analytics market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Dark Analytics Market, By Analytics

Predictive

Prescriptive

Descriptive

#### Dark Analytics Market, By Offering

Solution

Service

#### Dark Analytics Market, By Deployment Mode

Cloud

On-Premises

#### Dark Analytics Market, By End-User

Healthcare & Life Sciences

BFSI

Retail & E-Commerce

Gaming

IT & Telecommunication

Media & Entertainment

Government

Other

#### Dark Analytics Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

Japan

South Korea

India

Australia

Singapore

## Europe

United Kingdom

Germany

France

Italy

## South America

Brazil

Argentina

Colombia

## Middle East & Africa

UAE

Saudi Arabia

South Africa

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the Global Dark Analytics Market.

## Available Customizations:

Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

Executive Overview

1.1. Market Definition

1.2. Scope of the Market

1.2.1. Markets Covered

1.2.2. Years Considered for Study

1.2.3. Key Market Segmentations

## 2. RESEARCH METHODOLOGY

2.1. Objective of the Study

2.2. Baseline Methodology

2.3. Key Industry Partners

2.4. Major Association and Secondary Sources

2.5. Forecasting Methodology

2.6. Data Triangulation & Validation

2.7. Assumptions and Limitations

## 3. IMPACT OF COVID-19 ON GLOBAL DARK ANALYTICS MARKET

## 4. EXECUTIVE SUMMARY

## 5. VOICE OF CUSTOMERS

## 6. GLOBAL DARK ANALYTICS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Analytics (Predictive, Prescriptive, and Descriptive)

6.2.2. By Offering (Solution and Service)

6.2.3. By Deployment Mode (Cloud and On-Premises)

6.2.4. By End-User (Healthcare & Life Sciences, BFSI, Retail & E-commerce, Gaming, IT & Telecommunication, Media & Entertainment, Government, and Others)

6.2.5. By Region (North America, Europe, Asia-Pacific, South America, Middle East & Africa (MEA))

6.3. By Company (2022)

6.4. Market Map



## **7. NORTH AMERICA DARK ANALYTICS MARKET OUTLOOK**

### 7.1. Market Size & Forecast

#### 7.1.1. By Value

### 7.2. Market Share & Forecast

#### 7.2.1. By Analytics

#### 7.2.2. By Offering

#### 7.2.3. By Deployment Mode

#### 7.2.4. By End-User

#### 7.2.5. By Country

### 7.3. North America: Country Analysis

#### 7.3.1. United States Dark Analytics Market Outlook

##### 7.3.1.1. Market Size & Forecast

###### 7.3.1.1.1. By Value

##### 7.3.1.2. Market Share & Forecast

###### 7.3.1.2.1. By Analytics

###### 7.3.1.2.2. By Offering

###### 7.3.1.2.3. By Deployment Mode

###### 7.3.1.2.4. By End-User

#### 7.3.2. Canada Dark Analytics Market Outlook

##### 7.3.2.1. Market Size & Forecast

###### 7.3.2.1.1. By Value

##### 7.3.2.2. Market Share & Forecast

###### 7.3.2.2.1. By Analytics

###### 7.3.2.2.2. By Offering

###### 7.3.2.2.3. By Deployment Mode

###### 7.3.2.2.4. By End-User

#### 7.3.3. Mexico Dark Analytics Market Outlook

##### 7.3.3.1. Market Size & Forecast

###### 7.3.3.1.1. By Value

##### 7.3.3.2. Market Share & Forecast

###### 7.3.3.2.1. By Analytics

###### 7.3.3.2.2. By Offering

###### 7.3.3.2.3. By Deployment Mode

###### 7.3.3.2.4. By End-User

## **8. ASIA-PACIFIC DARK ANALYTICS MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Analytics
  - 8.2.2. By Offering
  - 8.2.3. By Deployment Mode
  - 8.2.4. By End-User
  - 8.2.5. By Country
- 8.3. Asia-Pacific: Country Analysis
  - 8.3.1. China Dark Analytics Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Analytics
      - 8.3.1.2.2. By Offering
      - 8.3.1.2.3. By Deployment Mode
      - 8.3.1.2.4. By End-User
  - 8.3.2. Japan Dark Analytics Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Analytics
      - 8.3.2.2.2. By Offering
      - 8.3.2.2.3. By Deployment Mode
      - 8.3.2.2.4. By End-User
  - 8.3.3. South Korea Dark Analytics Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Analytics
      - 8.3.3.2.2. By Offering
      - 8.3.3.2.3. By Deployment Mode
      - 8.3.3.2.4. By End-User
  - 8.3.4. India Dark Analytics Market Outlook
    - 8.3.4.1. Market Size & Forecast
      - 8.3.4.1.1. By Value
    - 8.3.4.2. Market Share & Forecast
      - 8.3.4.2.1. By Analytics
      - 8.3.4.2.2. By Offering

- 8.3.4.2.3. By Deployment Mode
- 8.3.4.2.4. By End-User
- 8.3.5. Australia Dark Analytics Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Analytics
    - 8.3.5.2.2. By Offering
    - 8.3.5.2.3. By Deployment Mode
    - 8.3.5.2.4. By End-User
- 8.3.6. Singapore Dark Analytics Market Outlook
  - 8.3.6.1. Market Size & Forecast
    - 8.3.6.1.1. By Value
  - 8.3.6.2. Market Share & Forecast
    - 8.3.6.2.1. By Analytics
    - 8.3.6.2.2. By Offering
    - 8.3.6.2.3. By Deployment Mode
    - 8.3.6.2.4. By End-User

## **9. EUROPE DARK ANALYTICS MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Analytics
  - 9.1.2. By Offering
  - 9.1.3. By Deployment Mode
  - 9.1.4. By End-User
  - 9.1.5. By Country
- 9.2. Europe: Country Analysis
  - 9.2.1. United Kingdom Dark Analytics Market Outlook
    - 9.2.1.1. Market Size & Forecast
      - 9.2.1.1.1. By Value
    - 9.2.1.2. Market Share & Forecast
      - 9.2.1.2.1. By Analytics
      - 9.2.1.2.2. By Offering
      - 9.2.1.2.3. By Deployment Mode
      - 9.2.1.2.4. By End-User
  - 9.2.2. Germany Dark Analytics Market Outlook
    - 9.2.2.1. Market Size & Forecast
      - 9.2.2.1.1. By Value

- 9.2.2.2. Market Share & Forecast
  - 9.2.2.2.1. By Analytics
  - 9.2.2.2.2. By Offering
  - 9.2.2.2.3. By Deployment Mode
  - 9.2.2.2.4. By End-User
- 9.2.3. France Dark Analytics Market Outlook
  - 9.2.3.1. Market Size & Forecast
    - 9.2.3.1.1. By Value
  - 9.2.3.2. Market Share & Forecast
    - 9.2.3.2.1. By Analytics
    - 9.2.3.2.2. By Offering
    - 9.2.3.2.3. By Deployment Mode
    - 9.2.3.2.4. By End-User
- 9.2.4. Italy Dark Analytics Market Outlook
  - 9.2.4.1. Market Size & Forecast
    - 9.2.4.1.1. By Value
  - 9.2.4.2. Market Share & Forecast
    - 9.2.4.2.1. By Analytics
    - 9.2.4.2.2. By Offering
    - 9.2.4.2.3. By Deployment Mode
    - 9.2.4.2.4. By End-User

## **10. SOUTH AMERICA DARK ANALYTICS MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Analytics
  - 10.2.2. By Offering
  - 10.2.3. By Deployment Mode
  - 10.2.4. By End-User
  - 10.2.5. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Dark Analytics Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Analytics
      - 10.3.1.2.2. By Offering

- 10.3.1.2.3. By Deployment Mode
- 10.3.1.2.4. By End-User
- 10.3.2. Argentina Dark Analytics Market Outlook
  - 10.3.2.1. Market Size & Forecast
    - 10.3.2.1.1. By Value
  - 10.3.2.2. Market Share & Forecast
    - 10.3.2.2.1. By Analytics
    - 10.3.2.2.2. By Offering
    - 10.3.2.2.3. By Deployment Mode
    - 10.3.2.2.4. By End-User
- 10.3.3. Colombia Dark Analytics Market Outlook
  - 10.3.3.1. Market Size & Forecast
    - 10.3.3.1.1. By Value
  - 10.3.3.2. Market Share & Forecast
    - 10.3.3.2.1. By Analytics
    - 10.3.3.2.2. By Offering
    - 10.3.3.2.3. By Deployment Mode
    - 10.3.3.2.4. By End-User

## **11. MIDDLE EAST & AFRICA DARK ANALYTICS MARKET OUTLOOK**

- 11.1. Market Size & Forecast
  - 11.1.1. By Value
- 11.2. Market Share & Forecast
  - 11.2.1. By Analytics
  - 11.2.2. By Offering
  - 11.2.3. By Deployment Mode
  - 11.2.4. By End-User
  - 11.2.5. By Country
- 11.3. Middle East & Africa: Country Analysis
  - 11.3.1. UAE Dark Analytics Market Outlook
    - 11.3.1.1. Market Size & Forecast
      - 11.3.1.1.1. By Value
    - 11.3.1.2. Market Share & Forecast
      - 11.3.1.2.1. By Analytics
      - 11.3.1.2.2. By Offering
      - 11.3.1.2.3. By Deployment Mode
      - 11.3.1.2.4. By End-User
  - 11.3.2. Saudi Arabia Dark Analytics Market Outlook

- 11.3.2.1. Market Size & Forecast
  - 11.3.2.1.1. By Value
- 11.3.2.2. Market Share & Forecast
  - 11.3.2.2.1. By Analytics
  - 11.3.2.2.2. By Offering
  - 11.3.2.2.3. By Deployment Mode
  - 11.3.2.2.4. By End-User
- 11.3.3. South Africa Dark Analytics Market Outlook
  - 11.3.3.1. Market Size & Forecast
    - 11.3.3.1.1. By Value
  - 11.3.3.2. Market Share & Forecast
    - 11.3.3.2.1. By Analytics
    - 11.3.3.2.2. By Offering
    - 11.3.3.2.3. By Deployment Mode
    - 11.3.3.2.4. By End-User

## **12. MARKET DYNAMICS**

### 12.1. Drivers

12.1.1. Advent of IoT and Proliferation of Massive Amount of Data through Connected Devices

12.1.2. Rise in Demand from Retail & E-commerce

12.1.3. Rise in Demand for Predictive Analysis in Healthcare Industry

### 12.2. Challenges

12.2.1. High Volume of Raw & Unsynchronized Data

12.2.2. High Cost of Solutions and Budgetary Constraints of SMEs

## **13. MARKET TRENDS & DEVELOPMENTS**

13.1. Proliferation of Drone Technology in Commercial Applications

13.2. Increase in Demand for Emerging Technology

13.3. Increasing Investment in Dark Analytics Technology by SME's

13.4. Rise in Demand for Big Data Analytics

## **14. COMPANY PROFILES**

### 14.1. SAP SE

14.1.1. Business Overview

14.1.2. Key Revenue and Financials

- 14.1.3. Recent Developments
- 14.1.4. Key Personnel
- 14.1.5. Key Product/Services
- 14.2. IBM Corporation
  - 14.2.1. Business Overview
  - 14.2.2. Key Revenue and Financials
  - 14.2.3. Recent Developments
  - 14.2.4. Key Personnel
  - 14.2.5. Key Product/Services
- 14.3. Micro Focus International PLC.
  - 14.3.1. Business Overview
  - 14.3.2. Key Revenue and Financials
  - 14.3.3. Recent Developments
  - 14.3.4. Key Personnel
  - 14.3.5. Key Product/Services
- 14.4. Dell EMC
  - 14.4.1. Business Overview
  - 14.4.2. Key Revenue and Financials
  - 14.4.3. Recent Developments
  - 14.4.4. Key Personnel
  - 14.4.5. Key Product/Services
- 14.5. Gen Digital Inc.
  - 14.5.1. Business Overview
  - 14.5.2. Key Revenue and Financials
  - 14.5.3. Recent Developments
  - 14.5.4. Key Personnel
  - 14.5.5. Key Product/Services
- 14.6. Amazon Web Services, Inc.
  - 14.6.1. Business Overview
  - 14.6.2. Key Revenue and Financials
  - 14.6.3. Recent Developments
  - 14.6.4. Key Personnel
  - 14.6.5. Key Product/Services
- 14.7. Teradata Corporation Inc.
  - 14.7.1. Business Overview
  - 14.7.2. Key Revenue and Financials
  - 14.7.3. Recent Developments
  - 14.7.4. Key Personnel
  - 14.7.5. Key Product/Services

## 14.8. Microsoft Corporation

- 14.8.1. Business Overview
- 14.8.2. Key Revenue and Financials
- 14.8.3. Recent Developments
- 14.8.4. Key Personnel
- 14.8.5. Key Product/Services

## 14.9. Datameer, Inc.

- 14.9.1. Business Overview
- 14.9.2. Key Revenue and Financials
- 14.9.3. Recent Developments
- 14.9.4. Key Personnel
- 14.9.5. Key Product/Services

## 14.10. Avepoint, Inc.

- 14.10.1. Business Overview
- 14.10.2. Key Revenue and Financials
- 14.10.3. Recent Developments
- 14.10.4. Key Personnel
- 14.10.5. Key Product/Services

## **15. STRATEGIC RECOMMENDATIONS**

## **16. ABOUT US & DISCLAIMER**

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